

## ***Advocacy Submits Comments on the Petition for Rulemaking to Amend the FCC's Rules Governing Retransmission Consent***

On May 11, 2010, Advocacy filed a letter with the Federal Communications Commission ("FCC" or "Commission") in response to the Commission's request for comment on a petition filed on March 9, 2010, for rulemaking to amend the Commission's rules governing retransmission consent.

- Advocacy urged the Commission to consider the impact that the current retransmission consent rules have on small businesses. Advocacy noted specific issues of concern to small video providers such as a lack of bargaining power in retransmission consent negotiations, which can lead to a substantial increase in fees. Small businesses have also expressed concern over the possible threat of losing the broadcasters' programming during the negotiation process.
- Advocacy noted the large number of small businesses that comprise the multichannel video programming distributor "MVPD" market and the important role they play in creating a healthy, competitive marketplace. Advocacy recommended that the Commission be mindful of these issues and the impact to this important segment of the market as it considers this petition.

Information on the petition for rulemaking can be found on the FCC website at: <http://fjallfoss.fcc.gov/ecfs/document/view?id=7020409843>.

A complete copy of Advocacy's letter may be accessed at: <http://www.sba.gov/advo/laws/comments/telecommunications.html>.

For more information on this and other small business issues, visit Advocacy's website at : <http://www.sba.gov/advo/> or contact Assistant Chief Counsel Kate Reichert at: [kate.reichert@sba.gov](mailto:kate.reichert@sba.gov), or by phone at (202) 205-6972.